DNB Carnegie® Access



RESULTS PREVIEW

Research analysts:

DNB Carnegie Investment Bank AB

Örian Rödén

Consumer Discretionary & Staples

Fair value: SEK60.0-80.0

Share price: SEK68.0

Bokusgruppen

Solid growth and margin expansion in Q3e – preview

We believe Bokusgruppen's Q3 2025 report will confirm the company's stronger growth profile, both organically and from acquisitions, along with higher margins than historically. Our estimates are unchanged, and we reiterate our fair value range of SEK60–80.

Q3 report due on 23 October, 07:50 CET. We expect solid sales growth of 10% Y/Y for Bokusgruppen, of which 5% is organic and the rest from acquisitions. Swedish retail sales have been relatively strong recently according to Statistiska Centralbyrån, with e.g. August growth of 4.4% Y/Y, after 4.6% Y/Y growth in July. Our organic sales growth estimate is in line with the reported 5.5% in Q2 2025. We forecast an EBITA margin of 4.8% (DNB Carnegie's definition, which differs from Bokusgruppen's definition), an increase of 230bps Y/Y, but a slowdown from the 450bps Y/Y expansion in Q2 2025. We expect net profit to be positive, at SEK6m, compared to a break-even result in Q3 2024.

We believe the Q3 report will confirm the company's progress towards higher sales growth, both organically and from acquisitions, and improved margins. The 2019–24 sales CAGR is 2.1%, highlighting the strong performance.

Fair value range of SEK60–80. We use a blended DCF and multiples approach. The 12-month forward P/E has ranged between 11x and 18x, excluding the challenging 2021–22 with pandemic restrictions. We apply this range to our current 12-month forward EPS estimate of SEK4.6. Our DCF is based on a WACC of 10%. The low end of our fair value range assumes an unchanged EBITDA margin in 2028e from 2027e and constant top-line growth of 2%; for the high end, Bokusgruppen meets its targeted sales growth of 4% and an EBITA margin of 8% in 2028e, which we have converted to an EBITDA margin of 14.9%, with 2% growth to perpetuity.

Changes in this report									
	From	То	Chg						
EPS adj. 2025e	4.4	4.4	0%						
EPS adj. 2026e	4.7	4.7	0%						
EPS adj. 2027e	5.1	5.1	0%						
Upcoming even	ts								
Q3 Report		23 O	ct 2025						
Q4 Report		17 Fe	b 2026						

Key facts	
No. shares (m)	16.2
Market cap. (USDm)	117
Market cap. (SEKm)	1,098
Net IB Debt. (SEKm)	264
Adjustments (SEKm)	0
EV (2025e) (SEKm)	1,362
Free float	18.5%
Avg. daily vol. ('000)	11
BBG	BOKUS SS
Fiscal year end	December
Share price as of (CET)	09 Oct 2025 09:22

Key figures (SEK)	2024	2025e	2026e	2027e
Sales (m)	1,989	2,185	2,254	2,320
EBITDA (m)	272	321	327	336
EBIT (m)	75	113	116	124
EPS	2.60	4.36	4.72	5.14
EPS adj.	2.60	4.36	4.72	5.14
DPS	3.60	3.75	4.00	4.35
Sales growth Y/Y	6%	10%	3%	3%
EPS adj. growth Y/Y	4%	68%	8%	9%
EBIT margin	3.8%	5.2%	5.1%	5.4%
P/E adj.	26.1	15.6	14.4	13.2
EV/EBIT	13.9	12.0	11.5	10.5
EV/EBITA	11.0	10.2	9.8	9.1
EV/EBITDA	3.8	4.2	4.1	3.9
P/BV	1.7	1.7	1.6	1.6
Dividend yield	5.3%	5.5%	5.9%	6.4%
FCF yield	7.2%	8.8%	7.8%	8.5%
Equity/Total Assets	38.3%	37.5%	37.6%	37.8%
ROCE	7.1%	10.3%	10.4%	11.0%
ROE adj.	6.5%	10.8%	11.5%	12.2%
Net IB debt/FBITDA	11	0.8	0.7	0.6



Rel.

3.99

13.02

38.65

42.11

Source: DNB Carnegie (estimates), FactSet, Infront & company data

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Equity story

Near term: within 12M

Bokusgruppen has invested in logistics and IT in the past two years, which we expect to improve sales growth with more targeted marketing efforts and lower logistics costs. The company announced three acquisitions in 2024, which should add to top-line growth and gross margin expansion in 2025. Given Bokusgruppen's 100% exposure to Swedish consumer demand, we expect improved private consumption due to lower interest rates, higher real wages and fiscal stimulus to have a positive impact on demand for physical books and streaming. The company's balance sheet is strong with solid cash flows, which ensures good dividend capacity, in line with the historical track record.

Long-term outlook: 5Y+

Bokusgruppen is present in all relevant channels, physical stores, online delivery and streaming services for literature. We therefore believe it can adapt to changing consumer behaviour, e.g. from physical shopping to online or vice versa. Demand growth is stable and has grown by 2% Y/Y over long periods, according to industry sources, with limited volatility, something we expect to continue. With a solid balance sheet, the room for bolt-on acquisitions is substantial. We expect cash flows to remain strong, giving room for good dividend capacity. The new EBITA margin target of 8% is challenging, in our view, and is not in our forecasts. If the target is met, we see scope for a significant re-rating.

Key risks:

- High inflation driving up store rents without the ability to raise prices.
- Consumption of literature below our forecasts and the company's historical track record.
- · New entrants making inroads into the consolidated Swedish market, which increases price competition.

Company description

Bokusgruppen is Sweden's market-leading book retailer which, with strong and complementary brands, reaches a large share of Sweden's population. In addition to books in all channels and formats, it offers a large range of other products such as games and puzzles. Based on its "Joy of reading for everyone, every day" vision, Bokusgruppen aims to satisfy customers' varying requirements and be the preferred choice for as many as possible. It has more than 400 employees in offices and stores, is headquartered in Stockholm and has been listed on Nasdaq First North Premier Growth Market since 2021.

Key industry drivers

- Transition from physical stores to online in general over
- Multi-channel strategies more fruitful than pure online
- Consolidation of small physical store-owners ongoing

Industry outlook

- Better private consumption due to lower interest rates and increased real wages
- Slowdown in inflation-based rent hikes

Largest shareholders, capital

Karl Perlhagen	49.7%
Patrik Wahlén	24.0%
Mattias Björk	6.4%

Cyclicality

Key peers

Cyclicality: N/A

Adlibris (unlisted), Storytel (only streaming)

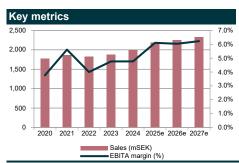
Valuation and methodology

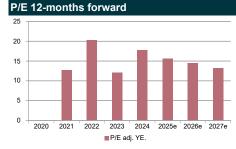
We use a blended DCF- and multiples-based approach for our fair value range calculation. Bokusgruppen's 12-month forward P/E has ranged between 11x and 18x, excluding the challenging 2021–22 due to the pandemic restrictions. We apply this range to our current 12-month forward EPS estimates. Our DCF is based on a WACC of 10%. The low end of our fair value range assumes an unchanged EBITDA margin in 2028e from 2027e and constant top-line growth of 2%; for the high end, Bokusgruppen meets its sales growth target of 4% and an EBITA margin of 8% in 2028e, with 2% growth to perpetuity.

Fair value range 12M



To reach the low end of our fair value range, Bokusgruppen meets our EPS forecasts, is valued at the low end of its historical 12-month forward P/E range, and achieves 2% top-line growth and an EBITDA margin of 14.5% from 2028e. For the high end, Bokusgruppen meets our EPS estimates, is valued at the high end of its historical 12-month forward P/E range, and achieves 4% top-line growth and an EBITDA margin of 14.9% from 2028e, with 2% growth to perpetuity.



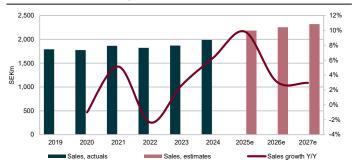




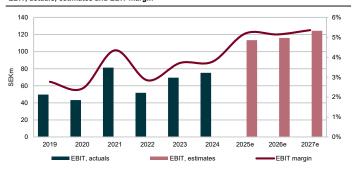


Bokusgruppen in key charts EBIT, actuals, estimates and EBIT margin

Sales, actuals, estimates and Y/Y growth

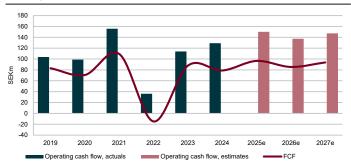


Source: DNB Carnegie (estimates) & company data



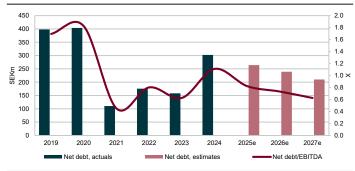
Source: DNB Carnegie (estimates) & company data

Operating cash flow and free cash flow



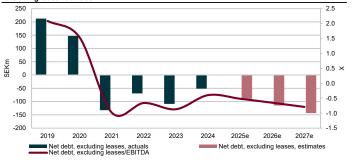
Source: DNB Carnegie (estimates) & company data

Net debt, actuals and estimates and net debt / EBITDA



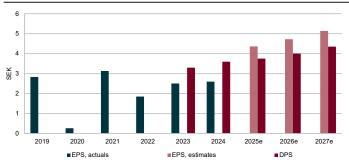
Source: DNB Carnegie (estimates) & company data

Net debt, excluding lease liabilities, actuals and estimates and net debt, excluding lease liabilities / EBITDA



Source: DNB Carnegie (estimates) & company data

EPS, actuals, estimates and DPS





Valuation and risks

We have a fair value range of SEK60-80. We use a blended DCF and multiples approach. Bokusgruppen's 12-month forward P/E has ranged between 11x and 18x, excluding the challenging 2021-22 due to pandemic restrictions.

Multiples-based calculation of fair value range Bokusgruppen historical 12M forward P/E-multiples



Source: DNB Carnegie (estimates), company, FactSet

We apply this range to our current 12-month forward EPS estimate of SEK4.6.

DCF-based calculation

Our DCF is based on a WACC of 10%. The low end assumes an unchanged EBITDA margin in 2028e from 2027e and constant top-line growth of 2%.

Low end of range					Average	year		Terminal
DCF assumptions - Summary	2025e	2026e	2027e	4-5	6-10	11-15	16-20	period
Total sales growth	9.8%	3.2%	3.0%	2.0%	2.0%	2.0%	2.0%	2.0%
EBITDA margin	14.7%	14.5%	14.5%	14.5%	14.5%	14.5%	14.5%	14.5%
Depreciation % of sales	-8.6%	-8.5%	-8.3%	-8.3%	-8.3%	-8.3%	-8.3%	-8.3%
EBITA margin	6.1%	6.0%	6.2%	6.2%	6.2%	6.2%	6.2%	6.2%
Amortisations % of sales	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	0.0%
EBIT margin	5.2%	5.1%	5.4%	5.4%	5.4%	5.4%	5.4%	5.4%
Capex % of sales	-9.2%	-9.0%	-9.0%	-8.4%	-8.4%	-8.4%	-8.4%	-8.4%
Paid tax rate	20.6%	20.6%	20.6%	-21.0%	-21.0%	-21.0%	-21.0%	-21.0%
NWC to sales	-12.8%	-12.8%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%
Sales	2,185	2,254	2,320	2,390	2,563	2,830	3,124	3,314
EBITDA	321	327	336	347	372	410	453	481
Capex	-202	-203	-208	-201	-215	-238	-262	-274
Taxes	-18	-20	-22	-31	-34	-37	-41	43
Other	26	9	16	6	7	7	8	1,556
Free cash flow	127	113	122	121	129	143	158	1,806
Discounted FCF	121	98	96	83	64	44	30	282
Share of total discounted FCF	8%	7%	7%	11%	22%	15%	10%	19%
Valuation	SEKm	Per share		w	ACC assump	tions		
EV (discounted FCF)	1.448	89.6			isk-free rate			4.00%
- Net debt (2024)	-303	-18.7		M	arket risk pren	nium		4.00%
+ Associates	0	0.0		Ad	diusted Beta			100.00%
- Minority interest	0	0.0		C	ountry risk pre	mium		0.00%
- Outstanding warrants	0	0.0		Lie	quidity risk pre	mium		2.00%
Other debt adjustments	Ö	0.0		E:	SG risk (-1% to	o +1%)		0.00%
Equity value at YE (25)	1,145	70.9		C	ost of equity	•		10.00%
Time adjustment	87	5.4		Ri	isk-free rate			4.00%
Dividend	-58	-3.6		Cı	redit spread			1.56%
Current equity value	1,174	72.7		C	ost of debt (Rf	+ credit sprea	d)	5.56%
					axes			24.00%
				At	fter-tax cost of	debt		4.23%
					quity weight			100.00%
				W	ACC			10.00%

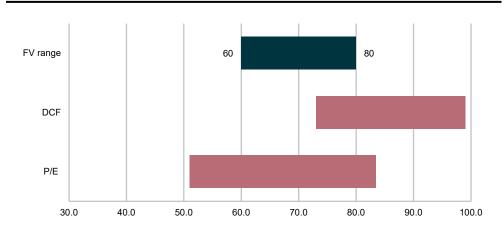
For the high end, Bokusgruppen meets its targeted sales growth of 4% and an EBITA margin of 8%, with 2% growth to perpetuity. As its definition of EBITA margin differs from ours, we have recalculated Bokusgruppen's 8% EBITA margin to an EBITDA margin of 14.9%.



High end of range					Average	year		Terminal
DCF assumptions - Summary	2025e	2026e	2027e	4-5	6-10	11-15	16-20	period
Total sales growth	9.8%	3.2%	3.0%	4.0%	4.0%	4.0%	4.0%	2.0%
EBITDA margin	14.7%	14.5%	14.5%	14.9%	14.9%	14.9%	14.9%	14.9%
Depreciation % of sales	-8.6%	-8.5%	-8.3%	-8.3%	-8.3%	-8.3%	-8.3%	-8.3%
EBITA margin	6.1%	6.0%	6.2%	6.6%	6.6%	6.6%	6.6%	6.6%
Amortisations % of sales	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%	0.0%
EBIT margin	5.2%	5.1%	5.4%	5.8%	5.8%	5.8%	5.8%	5.8%
Capex % of sales	-9.2%	-9.0%	-9.0%	-8.4%	-8.4%	-8.4%	-8.4%	-8.4%
Paid tax rate	20.6%	20.6%	20.6%	-21.0%	-21.0%	-21.0%	-21.0%	-21.0%
NWC to sales	-12.8%	-12.8%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%	-13.1%
Sales	2,185	2,254	2,320	2,461	2,827	3,440	4,185	4,610
EBITDA	321	327	336	367	421	513	624	687
Capex	-202	-203	-208	-207	-238	-289	-352	-381
Taxes	-18	-20	-22	-34	-39	-48	-58	64
Other	26	9	16	12	14	17	21	2,455
Free cash flow	127	113	122	138	159	193	235	2,824
Discounted FCF	121	98	96	94	78	59	44	440
Share of total discounted FCF	7%	5%	5%	10%	21%	16%	12%	24%
Valuation	SEKm	Per share		w	ACC assump	tions		
EV (discounted FCF)	1.849	114.5			isk-free rate			4.00%
- Net debt (2024)	-303	-18.7			arket risk pren	nium		4.00%
+ Associates	0	0.0			djusted Beta	illulii		100.00%
- Minority interest	0	0.0			ountry risk pre	mium		0.00%
- Outstanding warrants	0	0.0			quidity risk pre			2.00%
Other debt adjustments	0	0.0			SG risk (-1% to			0.00%
Equity value at YE (25)	1.546	95.7			ost of equity	,		10.00%
Time adjustment	117	7.2		R	isk-free rate			4.00%
Dividend	-58	-3.6		C	redit spread			1.56%
Current equity value	1,605	99.4			ost of debt (Rf	+ credit sprea	ad)	5.56%
	,				axes		•	24.00%
				At	fter-tax cost of	debt		4.23%
				E	quity weight			100.00%
				W	ACC			10.00%

Source: DNB Carnegie (estimates) & company

Summary of valuation methods and fair value range Bokusgruppen fair value range (SEK)



Source: DNB Carnegie (estimates)



Risks

Exposure to the Swedish consumer cycle

Given its 100% exposure to Sweden and consumer products, Bokusgruppen is dependent on the Swedish consumer cycle. However, Bokusgruppen sells small ticket items used in everyday life, and the risk is lower than for many other retailers, in our view.

Physical stores exposed to rent hikes

Most rent contracts' yearly increases are pegged to the consumer price index, and in times of high inflation, Bokusgruppen is exposed to high cost inflation from rents that can be difficult to pass on to customers.

All literature consumption becomes subscriptions

In the unlikely event of a total drop in the use of physical books, other names such as Storytel or giant tech companies such as Apple could increase competition in the subscription field, while Bokusgruppen's physical store network becomes unprofitable.

We stop reading

In the likewise unlikely event that the Swedish-speaking population stops consuming literature completely, turning to e.g. movies or sports, Bokusgruppen would for obvious reasons no longer be relevant.

Increasing competition from new market entrants

The literature market is characterised by strong positions and low growth rates, limiting the attractiveness for new competitors. Should new competition appear, Bokusgruppen could face challenging price erosion. In our view, with no other realistic alternatives, new entrants would need to compete on price.



	Inter	im '	fig	ures
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									Fu	ll year est	
(SEKm, ex p share)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25e	4Q25e	2025e	2026e	2027e
Sales	464	350	453	721	506	408	497	773	2,185	2,254	2,320
EBITDA	48	14	57	153	53	31	71	166	321	327	336
D&A	(48)	(49)	(50)	(50)	(52)	(52)	(52)	(52)	(208)	(211)	(212)
EBIT	0	(34)	6	103	2	(21)	19	113	113	116	124
Net finacial items	(4)	(5)	(6)	(6)	(6)	(7)	(6)	(5)	(25)	(20)	(20)
Pre tax profit	(4)	(39)	0	97	(5)	(28)	13	108	89	96	104
Net profit	(3)	(31)	0	76	(4)	(22)	6	90	70	76	83
Net profit - Adj.	(3)	(31)	0	76	(4)	(22)	6	90	70	76	83
EPS	(0.2)	(1.9)	0.0	4.7	(0.2)	(1.4)	0.4	5.6	4.4	4.7	5.1
EPS (adj)	(0.2)	(1.9)	0.0	4.7	(0.2)	(1.4)	0.4	5.6	4.4	4.7	5.1
DPS									3.8	4.0	4.4



Profit & loss (SEKm) Sales COGS Gross profit Other income & costs Share in ass. operations and JV EBITDA Depreciation PPE Depreciation PPE Depreciation development costs Amortisation other intangibles Impairments / writedowns	2018 0 0 0 0 0	2019	0000							
COGS Gross profit Other income & costs Share in ass. operations and JV EBITDA Depreciation PPE Depreciation lease assets Amortisation development costs Amortisation other intangibles	0 0 0 0		2020	2021	2022	2023	2024	2025e	2026e	2027e
Gross profit Other income & costs Share in ass. operations and JV EBITDA Depreciation PPE Depreciation lease assets Amortisation development costs Amortisation other intangibles	0 0 0	1,793	1,775	1,866	1,822	1,870	1,989	2,185	2,254	2,320
Other income & costs Share in ass. operations and JV EBITDA Depreciation PPE Depreciation lease assets Amortisation development costs Amortisation other intangibles	0	-1,073	-1,107	-1,149	-1,084	-1,076	-1,135	-1,223	-1,262	-1,299
Share in ass. operations and JV EBITDA Depreciation PPE Depreciation lease assets Amortisation development costs Amortisation other intangibles	0	719	668	717	738	795	854	961	992	1,021
EBITDA Depreciation PPE Depreciation lease assets Amortisation development costs Amortisation other intangibles		-485	-447	-471	-519	-542	-582	-640	-665	-685
Depreciation PPE Depreciation lease assets Amortisation development costs Amortisation other intangibles	U	0	0	0	0	0	0	0	0	0
Depreciation lease assets Amortisation development costs Amortisation other intangibles	0	235 -13	222 -12	246 -11	219 -11	253 -10	272 -9	321 -11	327 -11	336 -9
Amortisation development costs Amortisation other intangibles	0	-133	-12 -125	-11 -111	-11 -114	-128	-9 -143	-11 -148	-11 -151	-9 -155
Amortisation other intangibles	0	-133	-123	-111	-114	0	-143	-140	-131	-133
•	0	-16	-18	-19	-22	-26	-26	-29	-29	-28
	0	0	0	0	0	0	0	0	0	0
EBITA	0	73	67	105	73	89	95	133	136	144
Amortization acquisition related	0	-24	-24	-24	-21	-20	-20	-20	-20	-20
Impairment acquisition related	0	0	0	0	0	0	0	0	0	0
EBIT	0	50	43	81	52	70	75	113	116	124
Share in ass. operations and JV	0	0	0	0	0	0	0	0	0	0
Net financial items	0	-37	-28	-18	-13	-18	-21	-25	-20	-20
of which interest income/expenses	0	-37	-28	-18	-13	-18	-21	-25	-20	-20
of which interest on lease liabilities	0	0	0	0	0	0	0	0	0	0
of which other items	0 0	0	0	0	0	0	0 54	0	0	0
Pre-tax profit Taxes	0	13 33	15 -11	63 -12	39 -9	52 -11	54 -12	89 -18	96 -20	104 -22
Post-tax minorities interest	0	0	0	0	-9	-11	-12	0	-20	-22
Discontinued operations	0	0	0	0	0	0	0	0	0	0
Net profit	ŏ	46	4	51	30	41	42	70	76	83
·										
Adjusted EBITDA Adjusted EBITA	0 0	235 73	222 67	246 105	219 73	253 89	272 95	321 133	327 136	336 144
Adjusted EBIT	0	50	43	81	52	70	75	113	116	124
Adjusted LBT Adjusted net profit	0	46	43	51	30	41	42	70	76	83
Sales growth Y/Y	na	+chg	-1.0%	5.1% 11.1%	-2.4% -10.9%	2.7%	6.3%	9.8% 17.9%	3.2% 1.8%	3.0% 3.0%
EBITDA growth Y/Y	na na	+chg +chg	-5.6% -8.8%	56.9%	-30.4%	15.4% 22.2%	7.7% 6.4%	40.7%	2.0%	6.2%
EBITA growth Y/Y EBIT growth Y/Y	na	+chg	-13.0%	87.9%	-36.2%	34.2%	8.2%	50.8%	2.3%	7.3%
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EBITDA margin	nm	13.1%	12.5%	13.2%	12.0%	13.5%	13.7%	14.7%	14.5%	14.5%
EBITA margin	nm	4.1% 2.8%	3.8% 2.4%	5.6% 4.4%	4.0% 2.8%	4.8% 3.7%	4.8% 3.8%	6.1% 5.2%	6.0% 5.1%	6.2% 5.4%
EBIT margin Tax rate	nm na	247.8%	-71.0%	-19.4%	-22.5%	-21.4%	-22.2%	-20.6%	-20.6%	-20.6%
Cash flow (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
EBITDA	0	235	222	246	219	253	272	321	327	336
Paid taxes	na	3	0	-5	-22	-6	-9	-18	-20	-22
Change in NWC	na	13	7	36	-34	16	27	26	9	16
Interests paid	na	-20	-12	-13	-13	-18	-21	-25	-20	-20
	0 0	-128 0	-118 0	-108 0	-114 0	-130 0	-140 0	-154 0	-159 0	-163 0
Actual lease payments		0	0	0	0	0	0	0	0	0
Non cash adjustments	Λ	104	99	156	36	114	129	150	137	147
Non cash adjustments Discontinued operations	0		•				120			
Non cash adjustments Discontinued operations Total operating activities	0	-	-			-	^			_
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets	0 0	-5	-7	-11	-9	-7 0	-8	-7	-7	-7
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs	0 0 0	0	0	0	0	0	0	0	0	0
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets	0 0 0	0 -16	0 -22	0 -36	0 -42	0 -20	0 -43	0 -47	0 -45	0 -46
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments	0 0 0 0 0 0	0 -16 0	0 -22 0	0 -36 0	0 -42 0	0 -20 0	0 -43 -83	0 -47 0	0 -45 0	0 -46 0
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments	0 0 0	0 -16 0 0	0 -22 0 0	0 -36 0	0 -42 0 0	0 -20 0 0	0 -43 -83 0	0 -47 0 0	0 -45 0 0	0 -46 0 0
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities	0 0 0 0 0 0	0 -16 0 0 - 21	0 -22 0 0 - 28	0 -36 0 0 - 46	0 -42 0 0 - 51	0 -20 0 0 - 26	0 -43 -83 0 -133	0 -47 0 0 - 54	0 -45 0 0 - 52	0 -46 0 0 - 53
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities Dividend paid and received	0 0 0 0 0 0 0	0 -16 0 0 - 21	0 -22 0 0 - 28 -5	0 -36 0 0 - 46 -12	0 -42 0 0 - 51 -49	0 -20 0 0 - 26 -49	0 -43 -83 0 -133 -53	0 -47 0 0 - 54 -58	0 -45 0 0 - 52 -61	0 -46 0 0 - 53 -65
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities Dividend paid and received Share issues & buybacks	0 0 0 0 0 0 0	0 -16 0 0 - 21 0	0 -22 0 0 -28 -5	0 -36 0 0 - 46 -12	0 -42 0 0 - 51 -49	0 -20 0 0 - 26 -49	0 -43 -83 0 -133 -53	0 -47 0 0 - 54 -58	0 -45 0 0 - 52 -61	0 -46 0 0 - 53 -65
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities Dividend paid and received Share issues & buybacks Change in bank debt	0 0 0 0 0 0 0	0 -16 0 0 - 21 0 0	0 -22 0 0 -28 -5 0	0 -36 0 0 -46 -12 0 -155	0 -42 0 0 - 51 -49 0	0 -20 0 0 - 26 -49 0	0 -43 -83 0 -133 -53 0	0 -47 0 0 - 54 -58 0	0 -45 0 0 - 52 -61 0	0 -46 0 0 - 53 -65 0
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities Dividend paid and received Share issues & buybacks Change in bank debt Other cash flow items	0 0 0 0 0 0 0 0	0 -16 0 0 - 21 0 0 -91 74	0 -22 0 0 - 28 -5 0 -125	0 -36 0 0 -46 -12 0 -155	0 -42 0 0 - 51 -49 0 0	0 -20 0 0 - 26 -49 0 0	0 -43 -83 0 -133 -53 0 0	0 -47 0 0 - 54 -58 0 0	0 -45 0 0 - 52 -61 0 0	0 -46 0 0 - 53 -65 0 0
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities Dividend paid and received Share issues & buybacks Change in bank debt Other cash flow items Total financing activities	0 0 0 0 0 0 0 0	0 -16 0 0 -21 0 0 -91 74 -17	0 -22 0 0 -28 -5 0 -125 16 -114	0 -36 0 0 -46 -12 0 -155 22 -144	0 -42 0 0 - 51 -49 0 0	0 -20 0 0 -26 -49 0 0	0 -43 -83 0 -133 -53 0 0 0	0 -47 0 0 -54 -58 0 0 0	0 -45 0 0 - 52 -61 0 0	0 -46 0 0 - 53 -65 0 0
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities Dividend paid and received Share issues & buybacks Change in bank debt Other cash flow items Total financing activities Operating cash flow	0 0 0 0 0 0 0 0 0 0	0 -16 0 0 -21 0 0 -91 74 -17	0 -22 0 0 -28 -5 0 -125 16 -114	0 -36 0 0 -46 -12 0 -155 22 -144	0 -42 0 0 - 51 -49 0 0 0 - 49	0 -20 0 0 - 26 -49 0 0 0 - 49	0 -43 -83 0 -133 -53 0 0 0 -53	0 -47 0 0 -54 -58 0 0 0 -58	0 -45 0 0 - 52 -61 0 0 0 - 61	0 -46 0 0 - 53 -65 0 0 0
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities Dividend paid and received Share issues & buybacks Change in bank debt Other cash flow items Total financing activities Operating cash flow Free cash flow	0 0 0 0 0 0 0 0 0 0	0 -16 0 0 -21 0 0 -91 74 -17	0 -22 0 0 -28 -5 0 -125 16 -114 99 71	0 -36 0 0 -46 -12 0 -155 22 -144 156 109	0 -42 0 0 - 51 -49 0 0 0 - 49 36 -15	0 -20 0 0 -26 -49 0 0 0 -49	0 -43 -83 0 -133 -53 0 0 0 -53 129 79	0 -47 0 0 - 54 -58 0 0 0 - 58 150	0 -45 0 0 - 52 -61 0 0 0 - 61 137 85	0 -46 0 0 -53 -65 0 0 -65 147
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities Dividend paid and received Share issues & buybacks Change in bank debt Other cash flow items Total financing activities Operating cash flow Free cash flow Net cash flow	0 0 0 0 0 0 0 0 0 0 0 0	0 -16 0 0 -21 0 0 -91 74 -17 104 83 66	0 -22 0 0 -28 -5 0 -125 16 -114 99 71 -44	0 -36 0 0 -46 -12 0 -155 22 -144 156 109 -35	0 -42 0 0 - 51 -49 0 0 - 49 36 -15 -63	0 -20 0 0 -26 -49 0 0 -49 114 88 39	0 -43 -83 0 -133 -53 0 0 0 -53 129 79 -57	0 -47 0 0 -54 -58 0 0 0 -58 150 97 38	0 -45 0 0 -52 -61 0 0 -61 137 85 25	0 -46 0 0 -53 -65 0 0 -65 147 94 29
Non cash adjustments Discontinued operations Total operating activities Capex tangible assets Capitalised development costs Capex - other intangible assets Acquisitions/divestments Other non-cash adjustments Total investing activities Dividend paid and received Share issues & buybacks Change in bank debt Other cash flow items Total financing activities Operating cash flow Free cash flow	0 0 0 0 0 0 0 0 0 0	0 -16 0 0 -21 0 0 -91 74 -17	0 -22 0 0 -28 -5 0 -125 16 -114 99 71	0 -36 0 0 -46 -12 0 -155 22 -144 156 109	0 -42 0 0 - 51 -49 0 0 0 - 49 36 -15	0 -20 0 0 -26 -49 0 0 0 -49	0 -43 -83 0 -133 -53 0 0 0 -53 129 79	0 -47 0 0 - 54 -58 0 0 0 - 58 150	0 -45 0 0 - 52 -61 0 0 0 - 61 137 85	0 -46 0 0 - 53 -65 0 0 0



Balance sheet (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027
Acquired intangible assets	0	410	410	410	410	410	517	517	517	517
Other fixed intangible assets	0	426	406	399	398	373	390	388	385	38
Capitalised development	0	0	0	0	0	0	0	0	0	
Tangible assets	0	30	25	26	24	21	26	21	17	1
Lease assets	0	213 0	274 0	257 0	259 0	284 0	367 0	373 0	380 0	38
Other IB assets (1) Other non-IB assets	0	na	na	na	na	na	na	na	na	n
Fixed assets	0	1,099	1,119	1,094	1,093	1,091	1,308	1,307	1,307	1,31
Inventories (2)	0	198	194	196	205	201	215	236	243	24
Receivables (2)	0	28	22	19	23	22	43	47	48	5
Prepaid exp. & other NWC items (2)	0	52	64	49	63	60	65	71	74	7
IB current assets (1)	0	na	na	na	na	na	na	na	na	n
Other current assets	0	na	na	na	na	na	na	na	na	n
Cash & cash equivalents (1)	0	3	2	133	69	109	51	90	114	14
Current assets	0	281	282	396	360	393	374	444	480	51
Total assets	0	1,380	1,401	1,489	1,453	1,484	1,682	1,751	1,786	1,82
Shareholders' equity	0	461	478	682	663	655	644	656	672	69
Minorities	0	0	0	0	0	0	0	0	0	
Other equity	0	0	0	0	0	0	0	0	0	
Total equity	0	461	478	682	663	655	644	656	672	69
Deferred tax	0	106	92	93	93	91	98	98	98	9
LT IB debt (1)	0	215	150	0	0	0	0	0	0	
Other IB provisions (1)	0	0	0	0	0	0	0	0	0	
Lease libilities	0	185	256	243	151	157	224	224	224	22
Other non-IB liabilities	0	0	0	0	0	0	0	0	0	
LT liabilities	0	506	498	336	244	248	322	322	322	32
ST IB debt (1)	0	na	na	na	na	na	na	na	na	n
Payables (2)	0	254	240	246	239	255	271	298	307	31
Accrued exp. & other NWC items (2) Other ST non-IB liabilities	0	159 0	172 0	209 0	209 0	203 0	307 0	337 0	347 0	35
Liabilities - assets held for sale	0	0	0	0	0	0	0	0	0	
Current liabilities	0	413	425	472	547	581	716	773	793	81
Total equity and liabilities	Ö	1,380	1,401	1,489	1,453	1,484	1,682	1,751	1,786	1,82
		•	•	-	•	•	•	•	•	
Net IB debt (=1)	0	398	404	110	176 157	158	303	264	239	21
Net working capital (NWC) (=2) Capital employed (CE)	0	-134 967	-133 976	-191 1,018	-157 1,001	-174 1,013	-255 1,095	-280 1,107	-289 1,123	-30 1,14
Capital invested (CI)	0	945	983	900	934	914	1,045	1,107	1,123	99
, ,										
Equity / Total assets	nm	33%	34%	46%	46%	44%	38%	37%	38%	389
Net IB debt / EBITDA	nm	1.7	1.8	0.4	8.0	0.6	1.1	8.0	0.7	0.
Per share data (SEK)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027
Adj. no. of shares in issue YE (m)	16.15	16.15	16.15	16.15	16.15	16.15	16.15	16.15	16.15	16.1
Diluted no. of Shares YE (m)	16.15	16.15	16.15	16.15	16.15	16.15	16.15	16.15	16.15	16.1
EPS	0.00	2.84	0.27	3.13	1.85	2.51	2.60	4.36	4.72	5.1
EPS adj.	0.00	2.84	0.27	3.13	1.85	2.51	2.60	4.36	4.72	5.1
CEPS	0.00	6.35	4.02	6.66	5.16	5.79	6.16	7.71	7.95	8.1
DPS	0.00	0.00	0.75	3.00	3.00	3.30	3.60	3.75	4.00	4.3
BVPS	0.00	28.5	29.6	42.2	41.0	40.6	39.9	40.6	41.6	42.
Performance measures	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027
ROE	nm	19.9%	0.9%	8.7%	4.4%	6.1%	6.5%	10.8%	11.5%	12.29
Adj. ROCE pre-tax	na	na	6.9%	10.5%	7.2%	8.9%	9.0%	12.1%	12.2%	12.89
Adj. ROIC after-tax	na	na	11.8%	13.3%	9.7%	11.7%	11.8%	15.6%	16.2%	17.49
Valuation	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027
FCF yield	0.0%	7.6%	6.4%	10.0%	-1.4%	8.0%	7.2%	8.8%	7.8%	8.59
Dividend yield YE	na	na	na	7.6%	8.0%	10.9%	7.8%	5.5%	5.9%	6.49
Dividend payout ratio	nm	0.0%	279.9%	95.8%	162.1%	131.6%	138.4%	85.9%	84.7%	84.79
	na	na	na	7.6%	8.0%	10.9%	7.8%	5.5%	5.9%	5.99
Dividend + buy backs yield YE				0.40	0.43	0.35	0.53	0.62	0.59	0.5
• •	na	na	na		J. T U	0.00	0.00	3.02		3.
EV/Sales YE	na	na na	na na			26	2 2	12	11	
EV/Sales YE EV/EBITDA YE	na	na	na	3.1	3.6	2.6	3.8	4.2	4.1	
EV/Sales YE EV/EBITDA YE EV/EBITA YE	na na	na na	na na	3.1 7.2	3.6 10.7	7.3	11.0	10.2	9.8	9
EV/Sales YE EV/EBITDA YE EV/EBITA YE EV/EBITA adj. YE	na	na	na	3.1 7.2 7.2	3.6 10.7 10.7	7.3 7.3	11.0 11.0	10.2 10.2	9.8 9.8	9
Dividend + buy backs yield YE EV/Sales YE EV/EBITDA YE EV/EBITA YE EV/EBITA adj. YE EV/EBIT YE	na na	na na	na na	3.1 7.2	3.6 10.7	7.3	11.0	10.2	9.8	9 9
EV/Sales YE EV/EBITDA YE EV/EBITA YE EV/EBITA adj. YE	na na na na	na na na na	na na na na	3.1 7.2 7.2 9.3	3.6 10.7 10.7 15.1	7.3 7.3 9.3	11.0 11.0 13.9	10.2 10.2 12.0	9.8 9.8 11.5	9 9 10
EV/Sales YE EV/EBITDA YE EV/EBITA YE EV/EBITA adj. YE EV/EBIT YE	na na na	na na na	na na na	3.1 7.2 7.2	3.6 10.7 10.7	7.3 7.3	11.0 11.0	10.2 10.2	9.8 9.8	9 9 10 13
EV/Sales YE EV/EBITDA YE EV/EBITA YE EV/EBITA adj. YE EV/EBIT YE EV/EBIT YE	na na na na na	na na na na na	na na na na na	3.1 7.2 7.2 9.3 12.7	3.6 10.7 10.7 15.1 20.3	7.3 7.3 9.3 12.0	11.0 11.0 13.9 17.7	10.2 10.2 12.0 15.6	9.8 9.8 11.5 14.4	9 9 10 13 13



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